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IFW 2617.5

TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT
(Under 37 CFR 197(b) or 1.97(c))

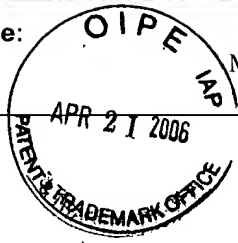
Docket No.
14531.122

In Re Application Of:

Stuart Ozer, et al.

Application No. 09/991,025	Filing Date 11/21/2001	Examiner Michael P. Van Handel	Customer No 047973	Group Art Unit 2617	Confirmation No. 8197
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Title: METHODS AND SYSTEMS FOR PLANNING ADVERTISING CAMPAIGNS



Address to:
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

37 CFR 1.97(b)

1. ☐ The Information Disclosure Statement submitted herewith is being filed within three months of the filing of a national application other than a continued prosecution application under 37 CFR 1.53(d); within three months of the date of entry of the national stage as set forth in 37 CFR 1.491 in an international application; before the mailing of a first Office Action on the merits, or before the mailing of a first Office Action after the filing of a request for continued examination under 37 CFR 1.114.

37 CFR 1.97(c)

2. ☒ The Information Disclosure Statement submitted herewith is being filed after the period specified in 37 CFR 1.97(b), provided that the Information Disclosure Statement is filed before the mailing date of a Final Action under 37 CFR 1.113, a Notice of Allowance under 37 CFR 1.311, or an Action that otherwise closes prosecution in the application, and is accompanied by one of:

☐ the statement specified in 37 CFR 1.97(e);

OR

☒ the fee set forth in 37 CFR 1.17(p).

TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT

(Under 37 CFR 1.97(b) or 1.97(c))

Docket No.

14531.122

In Re Application Of:

Stuart Ozer, et al.

Application No.

09/991,025

Filing Date

11/21/2001

Examiner

Michael P. Van Handel

Customer No

047973

Group Art Unit

2617

Confirmation No.

8197

Title:

METHODS AND SYSTEMS FOR PLANNING ADVERTISING CAMPAIGNS

Payment of Fee

(Only complete if Applicant elects to pay the fee set forth in 37 CFR 1.17(p))

- ☐ A check in the amount of \$ _____ is attached.
- ☒ The Director is hereby authorized to charge and credit Deposit Account No. 23-3178 as described below.
- ☐ Charge the amount of \$ _____.
- ☒ Credit any overpayment.
- ☒ Charge any additional fee required.
- ☒ Payment by credit card. Form PTO-2038 is attached.

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

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Signature

Dated: April 21, 2006

cc: JENS C. JENKINS
Attorney for Applicant
Registration No. 44,803
Customer No. 047973

APR 21 2006
OIPF
PATENT & TRADEMARK OFFICE

Docket No.: 14531.122

In re application of:

Customer No. 047973

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Please find, pursuant to 37 C.F.R. § 1.98(a)(1), the enclosed Form PTO-1449 which contains a list of all patents, publications, or other items that have come to the attention of one or more of the individuals designated in 37 C.F.R. § 1.56(c). While no representation is made that any of these references may be "prior art" within the meaning of that term under 35 U.S.C. §§ 102 or 103, the enclosed list of references is disclosed so as to fully comply with the duty of disclosure set forth in 37 C.F.R. § 1.56.

180.00 OP

Moreover, while no representation is made that a specific search of office files or patent office records has been conducted or that no better art exists, the undersigned attorney of record believes that the enclosed art is the closest to the claimed invention (taken in its entirety) of which the undersigned is presently aware, and no art which is closer to the claimed invention (taken in its entirety) has been knowingly withheld.

In accordance with 37 C.F.R. §§ 1.97 and 1.98, a copy of each of the listed references or relevant portion thereof is also enclosed.

Since all listed references are either in the English language or are accompanied by a translation into English, no concise explanation of relevance is required under 37 C.F.R. § 1.98(a)(3).

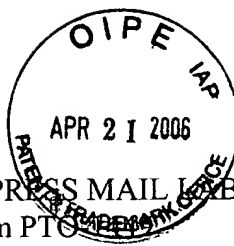
In accordance with 37 C.F.R. § 1.97(c), a PTO 2038 Credit Card Form in the amount of \$180.00 [amount in § 1.17(i)(1) to cover the submission fee] is enclosed to secure consideration of the references submitted with this Information Disclosure Statement.) Please credit any over payment or charge any additional fees to Deposit Account No. 23-3178 of the undersigned.

Dated this 21 day of April, 2006.

Respectfully submitted,



RICK D. NYDEGGER
Registration No. 28,651
JENS C. JENKINS
Registration No. 44,803
Attorneys for Applicant
Customer No. 047973



EXPRESS MAIL LABEL NO.: EV 843998634 US

Form PTO

Sheet 1 of 3

Applicant: Stuar Ozer, et al.

Serial No.: 09/991,025

Att'y Docket No.: 14531.122

Filing Date: November 21, 2001

Group: 2617

Confirmation No.: 8197

For: METHODS AND SYSTEMS FOR PLANNING ADVERTISING
CAMPAIGNS

INFORMATION DISCLOSURE CITATIONS MADE BY APPLICANT

U.S. Patent Documents

<u>Examiner Initial*</u>	<u>Patent Number</u>	<u>Issue Date</u>	<u>Name</u>	<u>Class</u>	<u>Sub Class</u>	<u>Filing Date</u>
_____ A1.	5,999,912	12/7/1999	Wodarz	705	14	05/01/1997
_____ A2.	6,012,984	01/11/2000	Roseman	463	42	04/11/1997
_____ A3.	6,141,010	10/31/2000	Hoyle	345	356	07/17/1998
_____ A4.	6,134,532	10/17/2000	Lazarus et al.	705	14	11/14/1997

Examiner:

Date Considered:

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

EXPRESS MAIL LABEL NO.: EV 843998634 US

Form PTO-1449

Sheet 2 of 3

Applicant: Stuar Ozer, et al.

Serial No.: 09/991,025

Att'y Docket No.: 14531.122

Filing Date: November 21, 2001

Group: 2617

Confirmation No.: 8197

For: METHODS AND SYSTEMS FOR PLANNING ADVERTISING
CAMPAIGNS

U.S. Patent Application Publication Documents

<u>Examiner Initial*</u>	<u>Publication Number</u>	<u>Filing Date</u>	<u>Name</u>	<u>Class</u>	<u>Sub Class</u>
_____ A5.	2003/0110171	11/21/2001	Ozer, et al.	707	10
_____ A6.	2004/0243470	16/14/2004	Ozer, et al.	705	14
_____ A7.	2004/0243623	06/16/2004	Ozer, et al.	707	102
_____ A8.	2005/0021403	06/14/2004	Ozer, et al.	705	14

Examiner:

Date Considered:

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

EXPRESS MAIL LABEL NO.: EV 843998634 US

Form PTO-1449

Sheet 3 of 3

Applicant: Stuar Ozer, et al.

Serial No.: 09/991,025

Att'y Docket No.: 14531.122

Filing Date: November 21, 2001

Group: 2617

Confirmation No.: 8197

For: METHODS AND SYSTEMS FOR PLANNING ADVERTISING
CAMPAIGNS

References Cited by Applicants

While the filing of Information Disclosure Statements is voluntary, the procedure is governed by the guidelines of Section 609 of the Manual of Patent Examining Procedure and 37 C.F.R. §§ 1.97 and 1.98. To be considered a proper Information Disclosure Statement, Form PTO-1449 shall be accompanied by a copy of each listed patent or publication or other item of information and a translation of the pertinent portions of foreign documents (if an existing translation is readily available to the applicant), an explanation of relevance of each reference not in the English language, and should be submitted in a timely manner as set out in MPEP Sec. 609.

Examiners will consider all citations submitted in conformance with 37 C.F.R. § 1.98 and MPEP Sec. 609 and place their initials adjacent the citations in the spaces provided on this form. Examiners will also initial citations not in conformance with the guidelines which may have been considered. A reference may be considered by the Examiner for any reason whether or not the citation is in full conformance with the guidelines. A line will be drawn through a citation if it is not in conformance with the guidelines AND has not been considered. A copy of the submitted form, as reviewed by the Examiner, will be returned to the applicant with the next communication. The original of the form will be entered into the application file.

Each citation initialed by the Examiner will be printed on the issued patent in the same manner as references cited by the Examiner on Form PTO-892.

The reference designations "A1," "A2," etc. (referring to Applicant's reference 1, Applicant's reference 2, etc.) will be used by the Examiner in the same manner as Examiner's reference designations "A," "B," "C," etc. on Office Action Form PTO-1142.

PPA0000003024V001

Examiner:

Date Considered:

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

CERTIFICATE OF MAILING BY "EXPRESS MAIL" (37 CFR 1.10)Applicant(s): **Stuart Ozer, et al.**

Docket No.

14531.122

Application No.

09/991,025

Filing Date

November 21, 2001

Examiner

Michael P. Van Handel

Customer No.

047973

Group Art Unit

2617

Invention:

METHODS AND SYSTEMS FOR PLANNING ADVERTISING CAMPAIGNS**APR 21 2006**

I hereby certify that the following correspondence:

Transmittal Letter (2 pgs); Information Disclosure Statement (2 pgs); Form PTO-1449 Listing all Cited References (3 pgs); Legible Copies of Eight (8) Cited References; Form PTO-2038 in the amount of \$180.00; postcard; and Certificate of Express Mailing Label No. EV 843998634 US

(Identify type of correspondence)

is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on

April 21, 2006*(Date)***Paige P. Ahlstrom***(Typed or Printed Name of Person Mailing Correspondence)**(Signature of Person Mailing Correspondence)***EV 843998634 US***("Express Mail" Mailing Label Number)***Note: Each paper must have its own certificate of mailing.**